900236229 10/16/2012

TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Douglas A Pick		09/28/2012	INDIVIDUAL: UNITED STATES

RECEIVING PARTY DATA

Name:	Bumble BE Holdings, LLC	
Street Address:	5900 Wilshire Boulevard, Suite 2250	
City:	Los Angeles	
State/Country:	CALIFORNIA	
Postal Code:	90036	
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	85622630	FLEXSOFT

CORRESPONDENCE DATA

Fax Number: 3103002901

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US

Mail.

Phone: 310-300-2920

Email: nameri@agmblaw.com
Correspondent Name: Nina N. Ameri, Esq.

Address Line 1: 5900 Wilshire Boulevard, Suite 2250
Address Line 4: Los Angeles, CALIFORNIA 90036

ATTORNEY DOCKET NUMBER:	F.O.C. FREEDOM OF CHOICE
NAME OF SUBMITTER:	Nina Ameri
Signature:	/Nina Ameri/
Date:	10/16/2012

Total Attachments: 1

source=Trademark Assignment.Freedom of Choice.Fully Executed#page1.tif

OF \$40.00 856226

TRADEMARK REEL: 004882 FRAME: 0457

Assignment of Trademark Pursuant to 15 U.S.C. § 1060(a)(1)

September 28, 2012

Bumble BE Holdings, LLC 5900 Wilshire Blvd, Suite 2250 Los Angeles, California 90036

Re: "F.O.C. Freedom of Choice"/Serial Number 85622630

To whom it may concern:

For one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged Douglas A. Pick, with a business address at, 27068 La Paz Road, Suite 648, Aliso Viejo, California 92656 ("Assignor") agrees to assign the trademark application for "F.O.C. Freedom of Choice" which is pending before the United States Patent and Trademark Office Serial Number 85622630 ("Trademark") and all right, title, interest and goodwill and associated rights in and to the Trademark to Bumble BE Holdings, LLC, a California limited liability company with a business address at 5900 Wilshire Blvd. Suite 2250, Los Angeles, California 90036 ("Assignee") pursuant to 15 U.S.C. § 1060(a)(1).

The parties acknowledge that upon full execution of this letter, the assignment shall be deemed to occur. Please manifest your assent to this transaction by signing and dating in the appropriate spaces provided below.

Douglas A. Pick

(Assigner)

ву: _____

Douglas A. Pick

Bumble BE Holdings, LLC

(Assignee)

Douglas A Pick Manage

TRADEMARK REEL: 004882 FRAME: 0458

RECORDED: 10/16/2012